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WHEREAS, the City has a history of supporting its locally owned, independent businesses and recognizes their cultural and economic importance to our community;
and

WHEREAS, AIBA’s IBIZ Districts program supports Austin’s unique culture and provides advertising, marketing, and organizational tools and services that promote locally owned businesses to Austin residents and tourists alike; and

WHEREAS, the latest contract with AIBA to manage the IBIZ Districts program expired on August 31, 2020 without a clear strategy for continuity for IBIZ Districts program participating businesses; and

21 **WHEREAS**, City Council is in the process of considering action on the
22 Equitable Funding Model for Local Chambers of Commerce, which may include the
23 AIBA; and

24 **WHEREAS**, it is City Council's intent to not disrupt AIBA's current budget
25 planning and to give AIBA time to address any capacity building opportunities to limit
26 dependency on City funding; and

27 **WHEREAS**, the IBIZ program provides essential support for hundreds of small
28 businesses as Austin works toward economic recovery and long-term resiliency; and

29 **WHEREAS**, to ensure consistent delivery of services to the community, the IBIZ
30 program should continue while City staff works to assess the needs of our local small
31 business community amid the coronavirus pandemic; **NOW, THEREFORE,**

32 **BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:**

33 The City Manager is directed to negotiate and execute a one-year contract, similar
34 to the one that expired on August 31, 2020, with AIBA for managing and supporting
35 IBIZ Districts in an estimated amount not to exceed \$55,000, with a termination date of
36 November 1, 2021.

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39 **ADOPTED:** _____, 2020

40 **ATTEST:** _____
41 Jannette S. Goodall
42 City Clerk